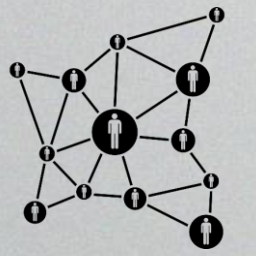
Diploma in Blogging & Content Marketing – Part I



Lesson 7

Creating a Compelling Personality for your Blog

Presented by:
David Howard
Course Educator

Lesson 7

- Opinions & Why They Matter
- Generating Trust With Your Audience
- What is Your Tone of Voice?
- Engaging With Your Audience at Scale
- Summary

- Blog Review
- Q & A

BREAKING
NEWS

SHAW ACADEMY
PRACTICAL PROFESSIONAL ONLINE EDUCATION

Opinions & Why They Matter

Opinions & Why They Matter

Your readers want your opinion

Adding personality to your content can be hard, use your own

Be brave – Have strong opinions

Opinions & Why They Matter

stratechery

BEYOND THE IPHONE

Thursday, September 8, 2016

I enjoy the writing of Farhad Manjoo, **tech columnist at The New York Times**, but I was prepared for the hottest of hot takes when I saw his latest column, penned just hours after Apple's latest product unveiling, was titled **What's Really Missing From the New iPhone: Dazzle**. ••• Once I read it, though, I found a lot to agree with:

> Apple has squandered its once-commanding lead in hardware and software design. Though the new iPhones include several new features, including water resistance and upgraded cameras, they look pretty much the same as the old ones. The new Apple Watch does too. And as competitors have borrowed and even begun to surpass Apple's best designs, what was iconic about the company's phones, computers, tablets and other products has come to seem generic...
>
> It's not just that a few new Apple products have been plagued with design flaws. The bigger problem is an absence of delight.

Indeed, it sure seemed to me while **watching yesterday's keynote** that the level of excitement and, well, delight peaked early and gradually ebbed away as Apple CEO Tim Cook and his team of presenters got deeper into the details of Apple's new hardware. Of course a lot of that had to do with the shocking appearance of the legendary Shigeru Miyamoto of Nintendo, on hand to announce Super Mario Run exclusively for iOS. •••

The Nintendo news was certainly a surprise, ••• but it actually fit in quite well thematically with the opening of the keynote: first was a video of Tim Cook and Carpool Karaoke creator James Corden in a funny skit and a not too subtle reminder that Apple recently **bought the upcoming Carpool Karaoke series** as an exclusive for Apple Music. That was followed by touting the success of Apple Music and the fact it has "content no one else has" — i.e. more exclusives. Following that up with Mario sure seemed to suggest that Apple was increasingly going to leverage its war chest to differentiate its "good-enough" phones.

Opinions & Why They Matter

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Opinions & Why They Matter

THE IRISH TIMES

iPhone 7: What has changed with Apple's latest release?

Lack of headphone jack and improved camera most significant of various updates

Thu, Sep 8, 2016, 01:15 | Updated: Thu, Sep 8, 2016, 01:16

Ciara O'Brien in San Francisco

Video | Images

Apple has released its latest iPhone in San Francisco. There was no reference to the company's tax issues or to delays in upgrading other products during the event. Fans hoping for wireless charging for the device were also left disappointed.

Apple unveiled its latest iPhone, and it had plenty to say. Here a few of the important updates.

It does not have a headphone jack:

Wave goodbye to the 3.5mm stereo headphone jack; say hello to wireless and lightning connectors. Apple was widely rumoured to be ditching the old fashioned headphone jack in favour of using the lightning connector for audio, and it turned out that rumour was true. The good news is Apple will be putting an adapter in the box along with a set of EarPods with the new

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It's a home button, but not as we know it:

Remember when the iPod used to have a click wheel? That soon went by the wayside. It seems as if the iPhone's Home button is going the same way. No longer a physical button to click, the iPhone 7's Home button is pressure sensitive and gives haptic feedbac. It is going to take a bit of getting used to, but we may soon discuss the old Home button with the same level of nostalgia we give the click wheel – as long as no one forces us to go back there, we'll do just fine.

The camera has been improved:

The iPhone 7 got a bumped up camera – a 12 megapixel sensor – and optical image stabilisation. But the iPhone 7 Plus has the real step up in technology. The bigger handset has the dual camera system that combines a 56mm telephoto and a wide angle lens in one. That means you can use optical zoom to get a bit closer at the touch of a button. Up to 2x zoom is optical; anything above that is digital. There will be more to come later with a software update that will brings depth of field to portraits shot on the iPhone 7 Plus.

Opinions & Why They Matter

Become a source of information, entertainment or comfort

The more you share, the better!

Blogs outrank social networks for influence customers

Generating Trust With Your Audience

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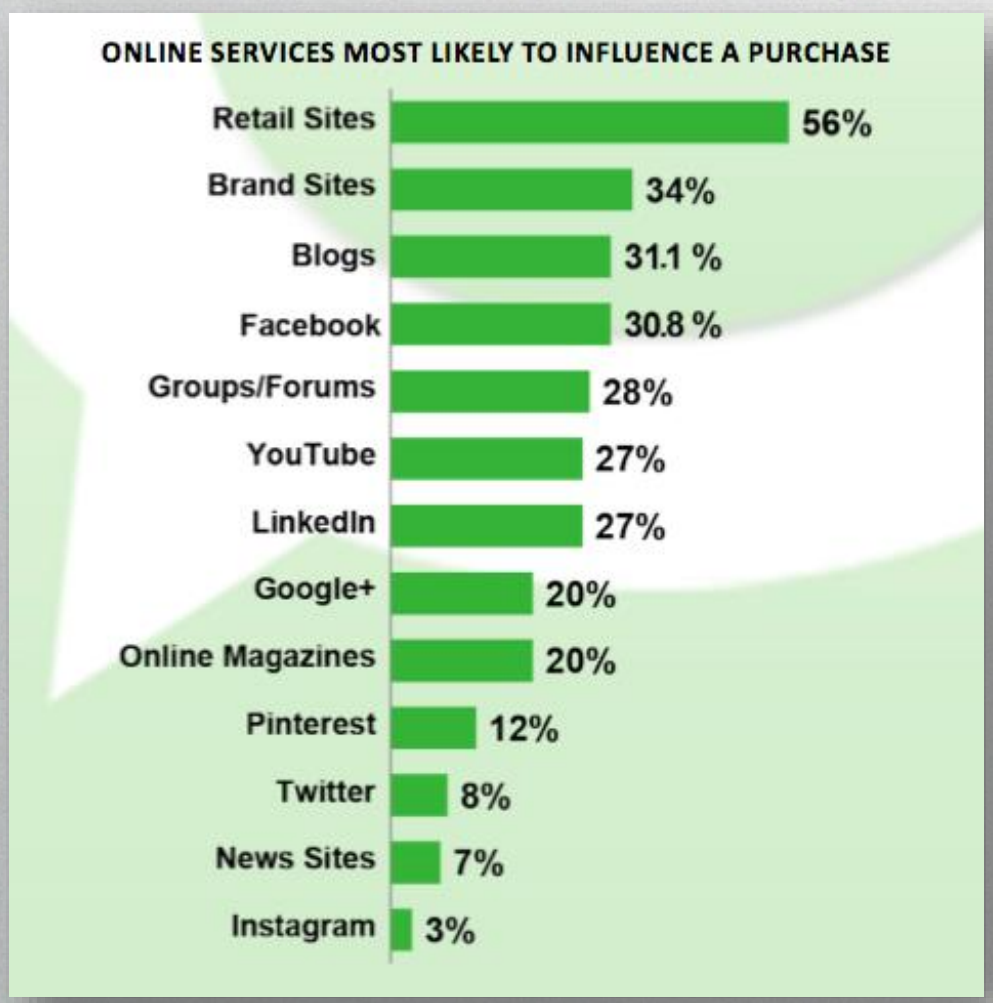
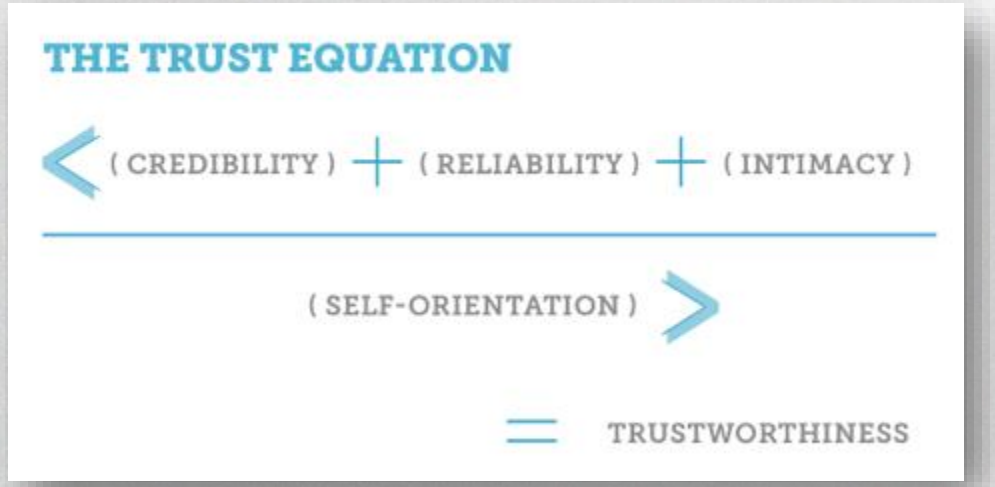
Generating Trust With Your Audience





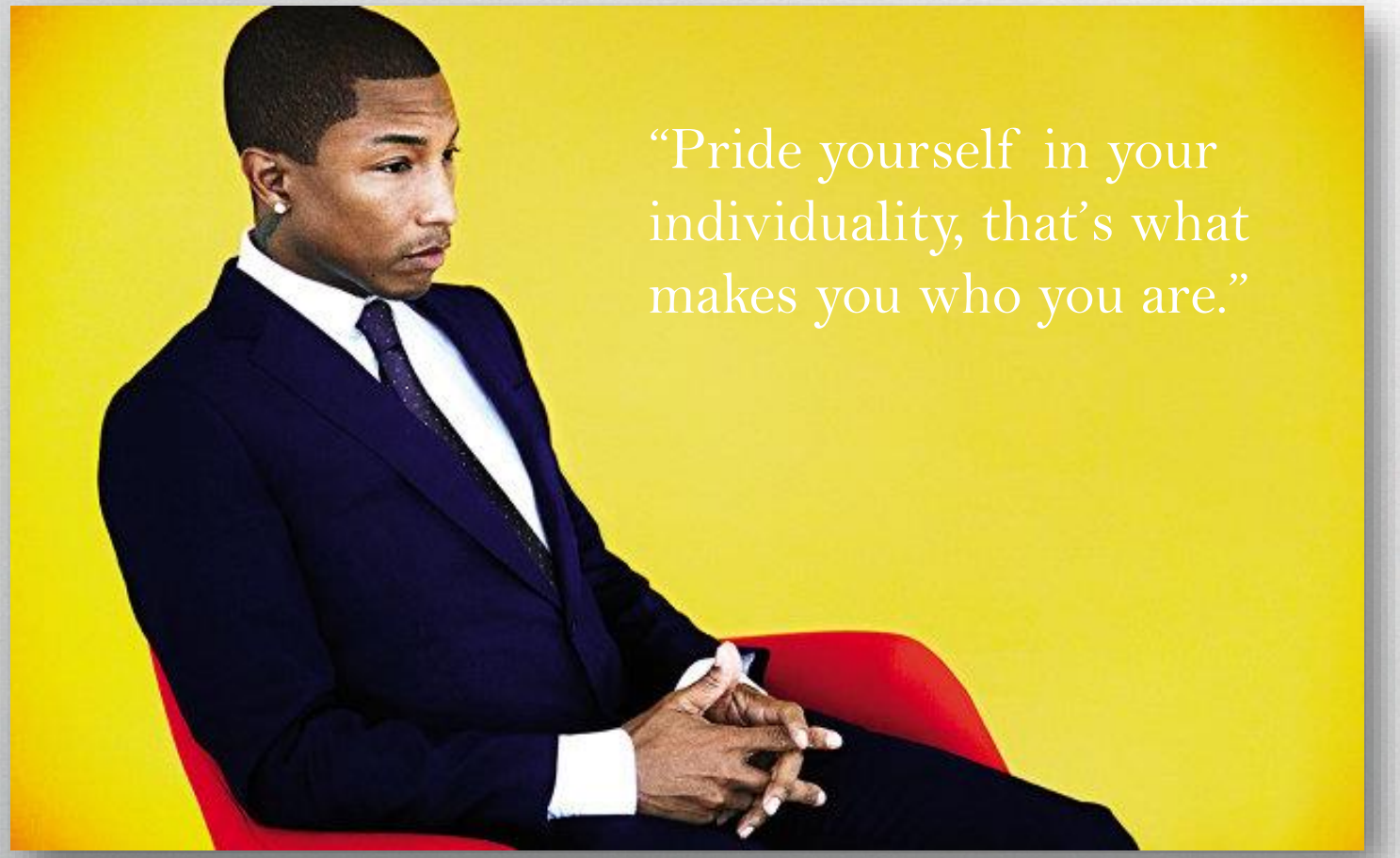
Generating Trust With Your Audience

What is the purpose of your blog?

Takes time to develop & won't happen overnight

Don't be afraid of naturally evolving!

Generating Trust With Your Audience



Generating Trust With Your Audience

Take your readers on a journey

We all love stories

Connect, engage and resonate

What is Your Tone of Voice?

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What is Your Tone of Voice?

What is Your Tone of Voice?

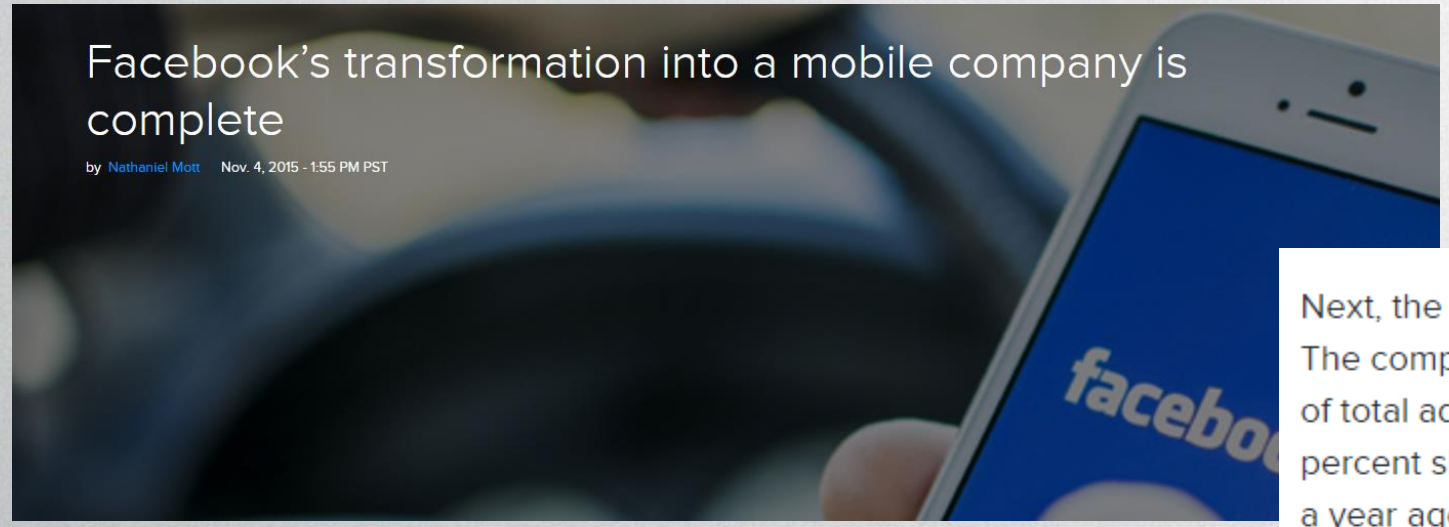
Episode five of Paddy Power's Two Foot Tackle has landed

by Sean Ryan | October 16, 2015

Share

Paddy Power's Two Foot Tackle is back for another week with telebox comedian Mark Watson and the main man Paddy Power. This week our heroes look at the difference Jurgen Klopp and our Lord and savior Jesus Christ, why you should always trust black in roulette, the groundbreaking Monday night game of Newcastle v Norwich and Big Sam going to the Premier League disco to pick up Sunderland.

What is Your Tone of Voice?



GIGAOM

Next, the revenues drawn from mobile advertisements. The company says the category represents 78 percent of total advertising revenue, as compared to the 66 percent slice of total advertising revenue it represented a year ago. Facebook doesn't just have more people accessing it via their smartphones, it's also monetizing each of those users better than it has in the past, too.

It would be interesting — especially to investors — to see Facebook break out the numbers on how much of that money comes from Instagram's new ads, or how many people use WhatsApp on their smartphones. The company has bought up quite a few smaller competitors over the years, and knowing how each has contributed to their new corporate overlord would be welcome.

What is Your Tone of Voice?

And then that one time on twitter we all just became human and I laughed until I gave myself a headache.

NOVEMBER 2, 2015
in RANDOM CRAP

Yesterday I started up leg four of the Furiously Happy book tour (click here for Minneapolis tonight) and I tweeted this:

Then twitter came to my rescue and throughout the night thousands of you shared your own cringey moments, which were so awesome that hotel security had to do a welfare check on me because I was laughing so hard the people next door thought I was dying. I tried to convince them I was fine but I had tears running down my face and they were like, "Are you sure you don't need help? *Is someone hurting you?*" and I was like, "No, this is what I look like when I'm happy" and they left, as confused as most people who deal with me are. I tried to storify the tweets to share them with you but there were too many and it kept crashing so instead I just decided to do a bunch of screenshots and share them here. I waited until after 5 because you cannot read these at work. You will hurt yourself. In a good way.

What is Your Tone of Voice?

Personal Blogs

1. The more personality, the better
2. Opinions start conversations
3. Broader subject choice

Business Focused Blogs

1. More specialised
2. Less freedom in terms of content
3. Requires extra care and attention

What is Your Tone of Voice?

9TO5Mac

KAYTURE

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Engaging With Your Audience At Scale

Engaging With Your Audience At Scale

Why would someone want to listen to you?

- Passion
- Expertise
- Style
- Personality

Engaging With Your Audience At Scale

1) Listen to your readers

2) Which Social Network could send the most traffic?

Engaging With Your Audience At Scale

Use Social Sharing Tools

buffer

AddThis

IFTTT

Engaging With Your Audience At Scale

Have a focus and structure!

1

Outline your issue/topic/opinion

2

Be conversational!

3

Always aim to offer something of value

Summary

- Opinions and Why They Matter
- Generating Trust with your Audience
- Your Tone of Voice
- Audience Engagement

- Next Lesson: Managing a Community of Online Followers
- Reputation Management and Social Strategy

Blog Review

ABOUT OUTFITS CATEGORIES SHOP INSTAGRAM SHOP CONTACT

STYLE ME
GRASIE

SUMMER MAKEUP WEDNESDAY, JUNE 29, 2016